

Financial,
Manufacturing,
Real Estate.

The Times Dispatch

Want Ads.,
Agriculture,
Commerce.

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RICHMOND, VA., SUNDAY, MAY 5, 1912.

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MILLIONS ARE IN VIRGINIA WATER

Wealth Coming From
Source Our Forefathers
Thought Not Of.

VIRGINIA LITHIA; THE BROAD ROCK

Famous Holly Spring, Now the
Broad Rock Mineral Springs,
Operated by Half-Million
Dollar Company—An Im-
mense Plant in Sight
of Richmond.

BY FRANK S. WOODSON.

The pure waters that gush from the springs in Virginia are capable of bringing to the State, and are bringing, immense revenues, and within the past decade or two there has sprung up in the Old Dominion a line of exceedingly profitable business that our forefathers with all of their sagacity and good business sense never dreamed of. The idea of dipping or drawing water out of a cold spring in Southside Virginia and selling it for money and shipping it all over the world never occurred to our grandfathers. Indeed, I dare say they would have thought it wicked to "charge" for so simple a thing as water. But the grandsons think differently, and they are making the mineral waters of the old State a source of big revenue and at the same time a comfort and a joy to millions of people far beyond the limits of the State. Pure water and pure food are no longer regarded as luxuries as in yore old time, but in this twentieth century are listed among the actual necessities. So far has this idea grown that there are national, State and municipal laws to compel the selling only of the pure article.

From no land on earth flows purer water than from the lands of Virginia. Especially is this true of the granite hills that lie to the south of James River all the way from the southern bank of the stream to the Dan River Valley. It is this region that brings forth the famous lithia waters, and in these latter days they have become of vast commercial value.

Lithia Best in the World.
There are all kinds of good waters in this region, some being more of a medicinal character than others. The pure lithia water, for instance, is considered by the medical fraternity all over the world as being the very best in the world.

This mineral lithia water business therefore has grown within the past few years into a most important one, and many thousands of dollars are invested in plants for the sanitary bottling and shipping of the health-giving fluid. Richmond is, of course, the headquarters for the distribution all over the country of lithia waters, and the largest and most up-to-date plant for that business is within three miles of the center of the city over in Chesterfield county.

Large Gushing Spring.
The Broad Rock Company, with ample capital, has spent over \$200,000 in the making of it the finest and largest plant of its kind in the country, and in amply protecting, not only the spring, but all of the surrounding lands so as to guarantee at all times absolute purity. To this end they bought all of the surrounding land to the extent of 123 acres and have spent piles of money draining and tiling, and piping the same, so that no kind of impurity can find its way through the soil into the spring.

The spring is an absolute gusher throwing forth 100,000 gallons in twenty-four hours. It is enclosed in solid marble in a house that has concrete floors four feet thick, and the house itself is surrounded by concrete floors that run low down in the ground. This protection, together with the tiling and draining arrangements all over the place, absolutely prevents any possible contamination. No say the United States government experts who visit and inspect the place periodically to see that the pure food and drug laws are complied with, and these officials authorize the legal guarantee as to the purity of the water.

The water goes by natural fall through a six-inch glazed pipe to a large porcelain receptacle on the first floor of the bottling house, and from thence it is conveyed through a block tin pipe to a block tin tank on the second floor, thence into thoroughly sterilized five-gallon bottles, and after these have been properly sealed they are ready for shipment.

Complete Sterilizing Plant.
The bottles when they are to be filled are conveyed by an automatic conveyor from the storage room to the cleaning and sterilizing department on the first floor. Here the bottles are washed inside and out with the spring water. The washer is a costly machine by which the scrubbing inside and out is done with revolving rubber brushes making 300 revolutions per minute.

From the first washing they go by the automatic conveyor to the hot water and steam sterilizer, where the most up-to-date apparatus in the country has been installed. The bottles then go in the cases, and again being put aboard the automatic conveyor, they are carried through the air sterilizer, which is something new, there being not another mineral water plant in all the country thus equipped. The bottles, now thoroughly cleansed and perfectly sterilized and still traveling by the automatic conveyor, are filled from the upper floor. There the five-gallon carboys are filled with the pure Broad Rock water through a machine that enables one man or boy in his clean, white duck suit and rubber gloves to fill six carboys to the brim, sticking to the conveyor, the filled bottles pass on to another man in white duck suit and rubber gloves, who, with the aid of a rubber mallet, corks the same, wires and corks and places the red

MONROE TERRACE, LAUREL AND FRANKLIN



Richmond's latest modern apartment house to be completed within a year.

VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

Ohio Follows Virginia--Millions in Big Corn Crops--Short Talk on Weeds--Hints to Advertisers' Club--Westerners in Virginia. Various Hints Along Various Lines.

BY FRANK S. WOODSON,
Industrial Editor.

This column is open to contributors who have something to say of a suggestive nature, and who are willing to make hints and suggestions looking to the better development of the good old States of Virginia, West Virginia and North Carolina, and who can hold their suggestions down in any one issue to from 150 to 200 words. Such communications, addressed to the Industrial Editor, will receive prompt attention.

Taking a Virginia Hint.

Ohio is copying after the good example that Virginia set. Here is what the Ohio State Journal has to say about boys' corn clubs:

"Secretary Sandies, of the State Board of Agriculture, has introduced the best acre of corn contest in the township of the State, opened to all boys, and the prize is a trip to Washington next December. He has already announced that nearly 200 boys have entered the contest, and he expects the number will reach nearly 1,000."

"In some counties the bankers, grain dealers, millers and others have organized and offered the prize to some boy in every township in their respective counties. This spirit is growing, and it ought to grow. It is one of our greatest enterprises. It is in the interest of every great reform in morals, education, society, politics, economics. Every county should have an organization and propose these prizes to the boys. It will do the community, the State and the nation good."

"There should be a thousand boys in this Buckeye Boys' Corn-Growing

Contest. There should be a train of sleepers and diners filled with Ohio boys, making a trip won by merit alone. One can hardly conceive of an event of greater uplift and good sense than this."

All of the above is commended to such portions of Virginia as have to yet organize boys' corn clubs.

More Corn, Cheaper Meat.

A press dispatch from Chicago published two or three days ago reads as follows:

"Prices of fresh meat, on the hoof and in retail markets, have reached the highest average known here in two years. Packers say they are paying the highest prices for cattle in more than twenty years, considering the quality offered."

Responsibility for the high prices appears to be in doubt. The butchers say the wholesale price is higher. The wholesalers say they are compelled to pay more to the packers, demanding more money, and the farmers say that corn is too expensive to feed."

Now that is a hint that is a hint to Virginia farmers, and it is simply this: Grow more corn this year than you ever grew before.

For Farmers and Road Keepers.

Here is another good suggestion strictly for farmers and road overseers. I get it from Home and Farm, a good agricultural journal published in Kentucky:

"Farmers ought to make a systematic war upon weeds. Not only ought each farmer to cultivate his

VIRGINIA BANKS; BUSINESS DOING

Two Hundred and Forty-Eight
State Banks; One Hundred
and Thirty Nationals

STRIKING FACTS AND FIGURES

Town and Village Banks Have
Good Influence and Inspire
Saving Habit.

Virginia never had as many banks as it has at the present time. In the years not far gone there were to be found banks in only the cities and larger towns of the State. Now there are but few towns, or even villages, in the State that do not boast of one or more banks, and they are banks that are strong and capable of doing the business demanded by the communities in which they are located.

There are in Virginia to-day 248 incorporated State banks, with total assets of close to \$75,000,000.00, and there are 130 National banks in the State, with total assets amounting to considerably over \$150,000,000.00.

These banking institutions in the cities, in the towns and in the villages are in a way inspiring. Especially is this true of the small town and village banks. The very presence of a strong bank in a small town or village like Crozet, in Albemarle county, or La Crosse, in Mecklenburg county, for instance, is a source of inspiration to the farmers and other hard working people thereabouts. It creates among the people a desire to have a hand in some way in the banking business, makes them want to have a bank account, carry a depositor's pass-book and a check-book.

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PROF. SCRIBNER IS COMING SOUTH

Government's Most Noted Ex-
pert Will Conduct National
Corn Exposition in Columbia.

MAN OF VARIED EXPERIENCE

Fifth Annual Big Corn Show
Already Guaranteed to
Be a Success.

Columbia, S. C., May 4.—There is no other agency in the United States which covers so broad a field, affecting the prosperity and health of the people, as the Department of Agriculture at Washington. Its work embraces a multitude of matters, scientific and practical. The department employs thousands of men, many of them specialists of high reputation in their respective fields, and any one man who has a comprehensive knowledge of the entire department's efforts and accomplishments must possess unusual qualifications.

Such a man is Professor F. Lamson Scribner, the Commissioner of the Department of Agriculture, who will have charge of the department's notable exhibit at the coming Fifth Annual Corn Exposition to be held in Columbia next January. The exhibit will be one of the most complete the department has ever sent out, and will portray in graphic manner the varied usefulness of the department, as it has been developed in recent years under Secretary Wilson. Professor Scribner has already outlined the plans for the exhibit, which is to be prepared under his direction and with the cooperation of the heads of bureaus and divisions.

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NORTH CAROLINA ITALIAN FARMERS

People Who Have Made Good
on the Bleak Sides of
Mountains.

BAD LANDS WERE MADE GOOD

Men From Northern Italy
Making Good Citizens for
Old North State.

BY W. J. LAUCK.
The recent conference in Baltimore of Governors of Southern States, for the purpose of devising means of stimulating immigration to the South, has added new interest to the question of securing desirable farmers and farm laborers to develop the South's agricultural resources. Already, as has been pointed out in preceding articles, the recent immigrant has found a place in Southern agriculture. One of the most instructive object lessons along this line, is furnished by the North Italian agricultural community near Valdese, North Carolina.

The Valdese Community.
Valdese is located in the eastern part of Burke county, North Carolina, about six miles east of Morgantown, the county seat. It is in the foothills of the Blue Ridge Mountains, on the Asheville division of the Southern Railroad, about 68 miles east of Asheville and 78 miles west of Salisbury.

About 50 North Italian families and from 250 to 300 individuals are at this time living in the colony. Twenty of the families constitute the village of Valdese, and no family lives farther than two miles from the post-office.

The farms of the colonists are small, usually ranging from 3 to 100 acres. Owing to the fact that the fields are so steep, very little farm machinery

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REAL ESTATE AND BUILDING NEWS

Richmond Building
Boom Continues to
Grow.

MONROE TERRACE FINE APARTMENT

Westbrook Lawns Loom Up.
Highland Park Addition in
Sight—Broad Street North-
side Property Touches High
Water Mark—Renewed
Activity in Suburbs.

There were all kinds of things doing in the real estate line last week, and a great many encouraging things in the building line. A well-posted contractor is my authority for the statement that more contracts were made and more bids put in and more new bids asked for and more plans completed for building operations last week than in any week in many years—perhaps more than in any other one week in the history of Richmond. The biggest that were made public were the completed plans for the ever-expanding apartment house that is to go up at Laurel and Franklin Streets, on the former Tennant home.

Some time ago the enterprising real estate firm of Green & Redd organized a big syndicate to buy this property for the purpose of erecting thereon an apartment house to be the finest and most modern in all of its appointments of any house of that character in the South. The plans, which have just been completed and approved, call for a magnificent fireproof house, to stand nine stories from the street level and exclusive of the basement, at the corner of Laurel and Franklin and overlooking Monroe Park. It has already been named the "Monroe Terrace." It is estimated that this magnificent building will cost something over \$200,000 and that it will be completed in ten or twelve months from now. The company and the architects say it is to be built on certain modern lines that have never before been attempted in the South, and altogether it is going to be the most up-to-date apartment house south of New York. There is a continually growing demand for apartment houses of the better order in this city, and Monroe Terrace is going to do a big stunt in the way of meeting this demand. Green & Redd are and will continue to be the agents for this property.

Westbrook Lawns.
All of the real estate agencies have been busy, and a great deal of property was sold here, there and every-where, although the unsatisfactory condition of the Monument Avenue extension situation and some other things are still keeping many of the speculators indoors, so to speak.

One of the newest things that developed last week was the placing on the market of magnificent residence property that will hereafter be known as "Westbrook Lawns." Some weeks ago a syndicate purchased through Hawkins & Buford, a new real estate firm, the inclosed lawns surrounding Westbrook, the former home of the late Major Lewis Ginter. The Avondale Land Company, Incorporated, was then organized, and they have put up the inclosed lawns into half-acre and one-acre lots, and placed them on the market for people who want to build fine suburban homes in one of the most delightful parts of all Virginia. There are about forty-five lots in the plot, six of which have already been sold. The entire property is inclosed, and all of the streets and avenues will be private ways to each and every residence that will be erected. The Richmond and Chesapeake Bay cars stop at a station at one of the corner entrances to the property.

Another Highland Park.
Another interesting deal looking to more suburban development was pulled off by Rushmund & Bowles. They sold for the Richmond Sand and Gravel Company forty-seven acres of land adjoining Highland Park, and the property went to a syndicate which will proceed at once to make improvements in the way of sewers, streets, etc., and lay the pipes off into lots for home-seekers. The property is something over \$30,000, and much more good that is to be expended in improvements at an early date.

All of the real estate men were in fine humor yesterday, and in fact all of last week. All of them had reason to be in good humor, for the drawing the drawbacks already referred to which keep the speculators in a somewhat "offish" mood, all of the agents did pretty good business, and all of them have heard good things that make them very optimistic as to the immediate future. One of these good things one of the agents whispered into my ear was to the effect that a capitalist from a city to the north of us had been investigating Richmond property and has announced his intention to invest largely in dividend-paying property in the business part of this city, and the agent assured me that the first draw out of the hat will be the placing of \$250,000 here for investment in business property, probably on Broad Street, as there seems to be more for sale there than anywhere else around the business sections.

Pollard & Bagby did some Broad Street "stunt" work, too. They recently offered them of an auction for a Broad Street three-story store, and then they turned around and sold privately fifty feet on Broad, between Third and Fourth with stores erected thereon for \$55,000. This is said to be a high water mark for property on the "wrong side" of Broad. Wilhelm Schmidt was the purchaser and H. S. Wallerstein was the seller. Three stores are being erected on the ground. This firm also sold to P. H. Hessberg, No. 1214 East Main Street, for \$19,000.

Green & Redd report sales of investment property, "income getters," as Mr. Redd calls the houses and lots he sold, amounting to \$30,000. They were scattered all over the city.

Robinson & Phillips sold three houses

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